



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

| APPLICATION NO. | FILING DATE | FIRST NAMED INVENTOR | ATTORNEY DOCKET NO. | CONFIRMATION NO. |
|-------------------------------------------|-------------|----------------------|-----------------------|------------------|
| 09/821,060 | 03/29/2001 | John Zimmerman | US010076 | 5337 |
| 24737 | 7590 | 12/22/2006 | EXAMINER | |
| PHILIPS INTELLECTUAL PROPERTY & STANDARDS | | | SALTARELLI, DOMINIC D | |
| P.O. BOX 3001 | | | ART UNIT | PAPER NUMBER |
| BRIARCLIFF MANOR, NY 10510 | | | 2623 | |

| SHORTENED STATUTORY PERIOD OF RESPONSE | MAIL DATE | DELIVERY MODE |
|----------------------------------------|------------|---------------|
| 3 MONTHS | 12/22/2006 | PAPER |

Please find below and/or attached an Office communication concerning this application or proceeding.

If NO period for reply is specified above, the maximum statutory period will apply and will expire 6 MONTHS from the mailing date of this communication.

| | | |
|------------------------------|------------------------|---------------------|
| Office Action Summary | Application No. | Applicant(s) |
| | 09/821,060 | ZIMMERMAN, JOHN |
| | Examiner | Art Unit |
| | Dominic D. Saltarelli | 2623 |

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) Responsive to communication(s) filed on 13 November 2006.
- 2a) This action is FINAL. 2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) Claim(s) 1-7 and 9-25 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) Claim(s) _____ is/are allowed.
- 6) Claim(s) 1-7 and 9-25 is/are rejected.
- 7) Claim(s) _____ is/are objected to.
- 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 - a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

| | |
|-------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____ |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08) Paper No(s)/Mail Date _____. | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| | 6) <input type="checkbox"/> Other: _____. |

DETAILED ACTION

Response to Arguments

1. Applicant's arguments filed November 13, 2006 have been fully considered but they are not persuasive.

First, applicant notes that fig. 5 is unrelated to the present invention (applicant's remarks, page 13). This discrepancy has been noted with appreciation and reference to it has been removed as per the instant office action.

Second, applicant argues that all Barrett shows is "an ability to directly alter a value of the user profile" and that a combination of Rosser and Barrett thus does not teach the claimed "altering mechanism allowing a value associated with a position o the axis to be changed along the axis" (applicant's remarks, page 14).

In response, the "ability to directly alter a value of the user profile" taught by Barrett is all that is necessary when combined with the bar graph display of profile data taught by Rosser to meet the claimed "altering mechanism". Since the bar graphs displayed by Rosser are merely representative of values, allowing a user to manually adjust these values is to adjust the appearance of the corresponding bar. Increasing the values "raises" the bar, while decreasing the values "lowers" the bar, which is a change along an axis.

Third, applicant argues that the combination of Rosser, Barrett, and Herz fails to disclose the claimed limitations of “weighted viewer preferences that proportionately change with respect to one axis of the multiplicity of axes, wherein the weighted viewer preferences are represented along a different axis from the one axis of the multiplicity of axes and wherein the one axis of the multiplicity of axes are provided within the same view as the television viewer profile”, by pointing to the combination of Rosser with Barrett (applicant’s remarks, page 15).

In response, these limitations are met in full by the Rosser disclosure alone, as described in the corresponding art rejections below.

Fourth, regarding claim 23, applicant’s arguments are moot in view of the new grounds of rejection herein to address the newly added limitations of newly added claim 23.

Claim Objections

2. Claim 15 is objected to because of the following informalities: Claim 15 has been identified as (Currently Amended), where the correct status identifier is (Previously Presented). Appropriate correction is required.

Claim Rejections - 35 USC § 103

Art Unit: 2623

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

4. Claims 1-5, 7, and 9-20 are rejected under 35 U.S.C. 103(a) as being unpatentable over Rosser (6,446,261, of record) in view of Barrett et al. (6,005,597, of record) [Barrett] and Herz et al. (5,754,939, of record) [Herz].

Regarding claims 1, 7, and 11-18, Rosser discloses a television program profile interface having a multiplicity of axes (fig. 3), including a television viewer profile represented by weighted viewer preferences that proportionately change with respect to one axis of the multiplicity of axes (col. 9 line 49 – col. 10 line 5), wherein the weighted viewer preferences are represented along a different axis from the one axis of the multiplicity of axes and wherein the one axis of the multiplicity of axes are provided within the same view as the television viewer profile (as shown in fig. 3, the display has both a ‘viewing intensity’ vertical axis and a horizontal axis marked ‘program categories’).

Rosser fails to disclose the one of the multiplicity of axes has an altering mechanism allowing a value associated with a position on the axis to be changed along the axis, wherein at least one of the multiplicity of axes represents at least one of an environmental condition, a viewer task other than television viewing, and a mood of the viewer, and the television viewer profile weighted viewer

preferences have an activation mechanism that allows for viewer selection and manipulation of the television viewer profile weighted viewer preferences.

In an analogous art, Barrett teaches a user profile interface that includes an altering mechanism allowing a value associated with viewer interest to be changed (the value being user interest in a program, col. 13, lines 7-11) and an activation mechanism that allows for user selection and manipulation of the information, providing the benefit of enhanced user control over their recorded interest in programming (col. 14, lines 9-13).

It would have been obvious at the time to a person of ordinary skill in the art to modify the interface of Rosser to include an altering mechanism allowing a value associated with a position on the axis to be changed along the axis and an activation mechanism that allows for viewer selection and manipulation of the information along the axis, as taught by Barrett, for the benefit of enhanced user control of preference data.

Rosser and Barrett fail to disclose one of the multiplicity of axes represents at least one of an environmental condition, a viewer task other than television viewing, and a mood of the viewer.

In an analogous art, Herz teaches a user profiling engine that tracks user's short term interests, such as mood of the user (col. 27 line 44 – col. 28 line 7), providing a profile which can more accurately predict user interest in programming (col. 19, lines 42-48).

It would have been obvious at the time to a person of ordinary skill in the art to modify the interface disclosed by Rosser and Barrett to include as an axis, the mood of the viewer, as taught by Herz, for the benefit of providing a more accurate profile of a user and said user's interests in programming.

Regarding claims 2 and 9, Rosser, Barrett, and Herz disclose the interface of claims 1 and 7, wherein one of the axes comprises time (Rosser, col. 9, lines 3-5).

Regarding claims 3 and 4, Rosser, Barrett, and Herz disclose the interface of claims 1 and 2, wherein said weighted viewer preferences are represented by bar graphs (Rosser, figs. 3 and 5).

Regarding claims 5, 10, 19 and 20, Rosser, Barrett, and Herz disclose the interface of claims 1, 7, and 9, wherein each of said weighted viewer preferences is individually viewer modifiable (Barrett, col. 14, lines 9-13, where the adjustment of interest in a program is to adjust along the time axis 126 disclosed by Rosser, col. 9, lines 3-5).

5. Claim 6 is rejected under 35 U.S.C. 103(a) as being unpatentable over Rosser, Barrett, and Herz as applied to claim 1 above, and further in view of Alexander et al. (6,177,931) [Alexander].

Regarding claim 6, Rosser, Barrett, and Herz disclose the interface of claim 1, but fail to disclose means for viewer interaction to alter a topic selection presented by the television viewer profile to provide said weighted viewer preferences sorted by a selected topic.

In an analogous art, Alexander discloses providing means to a user to alter topic selection of presented programming information to provided a sorted display according to a selected topic (fig. 7, col. 7, lines 46-56 and col. 15, lines 33-39), proving the benefit of enhanced user control over displayed information.

It would have been obvious at the time to a person of ordinary skill in the art to modify the interface of Rosser, Barrett, and Herz to include means to a user to alter topic selection of presented information to provided a sorted display according to a selected topic, as taught by Alexander, for the benefit of enhanced user control over displayed viewer profile information.

6. Claims 21 and 22 are rejected under 35 U.S.C. 103(a) as being unpatentable over Rosser, Barrett, and Herz as applied to claim 1 above, and further in view of Rzepkowski et al. (6,614,456) [Rzepkowski].

Regarding claims 21 and 22, Rosser, Barrett, and Herz disclose the profile interface of claim 1, but fail to disclose the at least one of the multiplicity of axes is at least two of the multiplicity of axes arranged in parallel.

In an analogous art, Rzepkowski discloses an interface where user adjustable data is presented to the user in bar graph form, wherein multiple axes

representing different adjustable values are presented to the user in parallel (see fig. 8), providing the benefit of an intuitive user interface that can accommodate multiple axes on one screen (col. 12 line 40 – col. 13 line 30).

It would have been obvious at the time to a person of ordinary skill in the art to modify the profile interface disclosed by Rosser, Barrett, and Herz to include the at least one of the multiplicity of axes is at least two of the multiplicity of axes arranged in parallel, as taught by Rzepkowski, for the benefit of an intuitive user interface that can accommodate multiple axes on one screen, as Rosser teaches the horizontal axis in fig. 3 could include both type and time of day, but does not disclose exactly how they would be presented to the user.

7. Claims 23-25 are rejected under 35 U.S.C. 103(a) as being unpatentable over Rosser in view of Rzepkowski.

Regarding claim 23-25, Rosser discloses a television program profile interface having a multiplicity of axes (fig. 3), comprising a television viewer profile represented by weighted viewer preferences that change with respect to one axis of the multiplicity of axes (col. 9 line 49 – col. 10 line 5), wherein the weighted viewer preferences are represented along a different axis from the one axis of the multiplicity of axes and wherein the one axis of the multiplicity of axes are provided within the same view as the television viewer profile (as shown in fig. 3, the display has both a ‘viewing intensity’ vertical axis and a horizontal axis marked ‘program categories’).

Rosser fails to disclose the at least one of the multiplicity of axes is at least two of the multiplicity of axes arranged in parallel and the at least two of the multiplicity of axes has an altering mechanism allowing a value associated with a position on the axis to be changed along the axis and a selection of the position along the at least two axes of the multiplicity of axes operates filter the weighted viewer preferences to provide weighted viewer preferences that correspond to the selected position.

In an analogous art, Rzepkowski discloses an interface where user adjustable data is presented to the user in bar graph form, wherein multiple axes representing different adjustable values are presented to the user in parallel (see fig. 8), wherein when a value associated with a position on the axis to be changed along the axis and a selection of the position along the at least two axes of the multiplicity of axes operates to filter the data to provide values that correspond to the selected position (col. 13, lines 18-30 and col. 14, lines 1-61), providing the benefit of an intuitive user interface that can accommodate multiple axes on one screen (col. 12 line 40 – col. 13 line 30).

It would have been obvious at the time to a person of ordinary skill in the art to modify the profile interface of Rosser to include the at least one of the multiplicity of axes is at least two of the multiplicity of axes arranged in parallel and the at least two of the multiplicity of axes has an altering mechanism allowing a value associated with a position on the axis to be changed along the axis and a selection of the position along the at least two axes of the multiplicity of axes

operates filter the data to provide values that correspond to the selected position, as taught by Rzepkowski, for the benefit of an intuitive user interface that can accommodate multiple axes on one screen, as Rosser teaches the horizontal axis in fig. 3 could include both type and time of day, but does not disclose exactly how they would be presented to the user or provide a means to see the viewing intensities for program types during different times of day.

Conclusion

8. Applicant's amendment necessitated the new grounds of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

9. The following are suggested formats for either a Certificate of Mailing or Certificate of Transmission under 37 CFR 1.8(a). The certification may be included with

all correspondence concerning this application or proceeding to establish a date of mailing or transmission under 37 CFR 1.8(a). Proper use of this procedure will result in such communication being considered as timely if the established date is within the required period for reply. The Certificate should be signed by the individual actually depositing or transmitting the correspondence or by an individual who, upon information and belief, expects the correspondence to be mailed or transmitted in the normal course of business by another no later than the date indicated.

Certificate of Mailing

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to:

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

on _____.
(Date)

Typed or printed name of person signing this certificate:

Signature: _____

Registration Number: _____

Certificate of Transmission

I hereby certify that this correspondence is being facsimile transmitted to the United States Patent and Trademark Office, Fax No. () _____ - _____ on _____.
(Date)

Typed or printed name of person signing this certificate:

Signature: _____

Registration Number: _____

Please refer to 37 CFR 1.6(d) and 1.8(a)(2) for filing limitations concerning facsimile transmissions and mailing, respectively.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Dominic D. Saltarelli whose telephone number is (571) 272-7302. The examiner can normally be reached on Monday - Friday 7:00am - 4:00pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Miller can be reached on (571) 272-7353. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

DS



JOHN MILLER
SUPERVISORY PATENT EXAMINER
TECHNOLOGY CENTER 2600